

Towel.com is a leading online supplier of Turkish robes and other luxury towels, robes and bath accessories.

*Towel.com*

“We are very pleased with the impressive sales conversion rate of 29.59% Towel.com has got from embedding ShopSocially’s Social Connect and Get-a-Fan apps.”

Barbaros Ozdogan, *CEO* | Towel.com



### Objective:

## TO GROW FACEBOOK FAN BASE AND BOOST SALES

- Remarkable sales conversion rate of 29.59%
- Increased Facebook fan base by 25 times in 12 months
- Acquired genuine email subscribers and got access to rich profile data of customers like email, birthday, gender, location etc.
- Leveraged social media effectively to generate positive social ROI

# ACQUIRE QUALITY FACEBOOK FANS

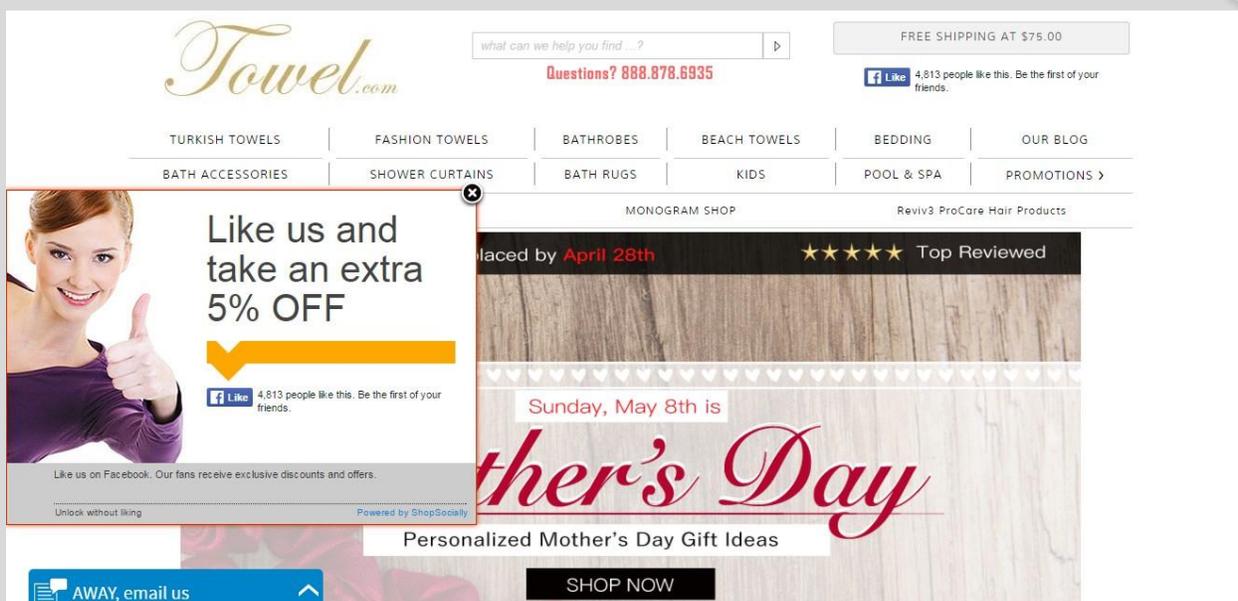
## METHODOLOGY

[Towel.com](http://Towel.com) – a leading online supplier of Turkish robes and other luxury towels, robes and bath accessories was looking to strategically increase its Facebook fan base and sales simultaneously.

To achieve this objective, Towel.com embedded ShopSocially's [Get-a-Fan](#) app on its website. The Get-a-Fan app helps convert website visitors into qualified Facebook fans offering 5-7X higher conversion rate for acquired fans. On Towel.com website the interface of the app presented a coupon to the website visitor and encouraged them to like the Facebook page in return for a 5% off their purchase. This approach of Towel.com resulted in a significant increase in the number of fans and increased its fan base by 25 times in 12 months.

## RESULTS

- Fan base increased 25 times in 12 months
- Converted website visitors into Facebook fans
- Uplift in customer engagement with social actions



# CONVERT FACEBOOKS FANS INTO CUSTOMERS

## METHODOLOGY

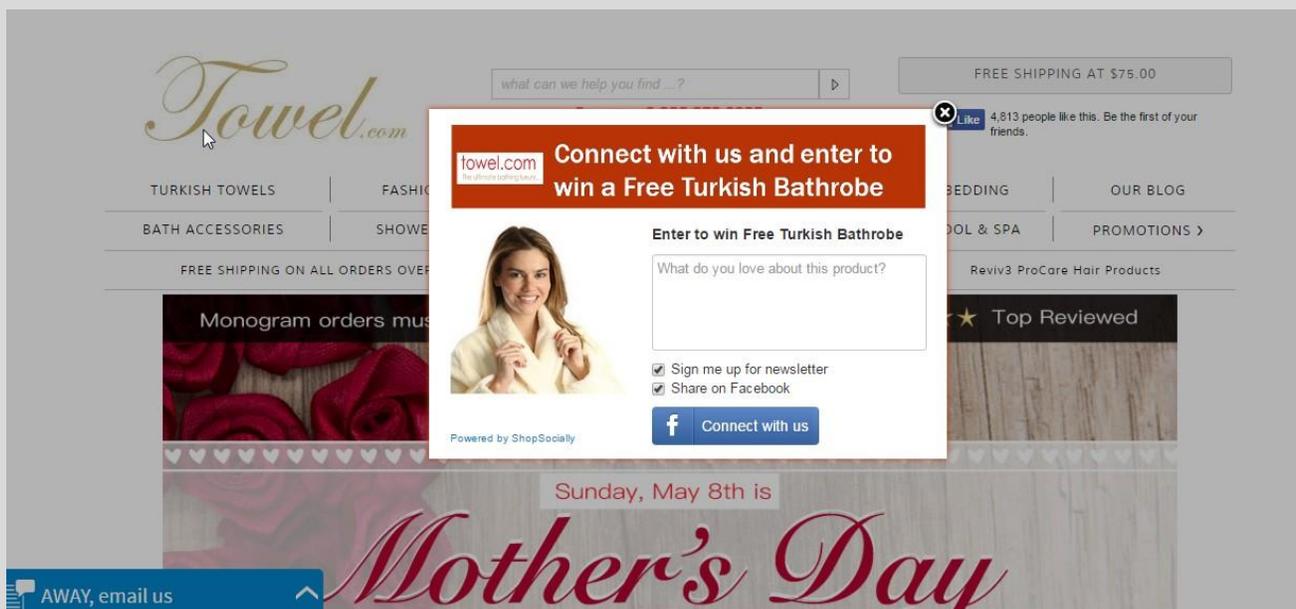
In addition to the Get-a-Fan app, Towel.com also embedded ShopSocially's [Social Connect](#) app to increase sales.

Once a website visitor converted into a fan, Towel.com flashed the Social Connect app interface and offered a better incentive which urged fans to convert at an impressive rate of 29.59%. The app also encouraged fans to engage with the brand by giving them the option to share a recommendation about the product on Facebook and to sign up for a newsletter giving a boost to brand's social connection, email acquisition and sales.

To summarize, Towel.com loved the fact that this whole interaction happened on site and users never left the website. This approach of actively engaging the website visitors was phenomenal and rewarding for Towel.com as it helped them to increase their Facebook fan base and increase sales simultaneously.

## RESULTS

- Impressive sales conversion rate of 29.59%
- Access to rich social profile data with Facebook connect
- Acquired genuine email subscribers
- Established social virality for brand Towel.com





## ONE-STOP SOCIAL REFERRAL AND RETENTION PLATFORM

### OFFERINGS

REFERRAL PROGRAM

VISUAL COMMERCE

SOCIAL LOGIN

CUSTOMER Q&A

CUSTOMER LOYALTY

PRODUCT STORIES

SOCIAL GAMIFICATION

SHOP WITH FRIENDS

VIRAL EMAIL ACQUISITION

### ABOUT US

ShopSocially is the leading SaaS-based social commerce platform for marketers. It is the social platform of choice for 100s of top brands including Target, HBO, ULTA, Dressbarn, Crabtree & Evelyn, Deckers, Zazzle, Zipcar, Beachbody, SportChalet, Beretta, Bluefly, etc., generating millions of dollars in attributable, incremental revenue.

ShopSocially consists of a suite of social modules that marketers can embed on their websites to maximize word-of-mouth referrals, customer engagement, and conversion.

Connect with Us today!

[REQUEST A DEMO](#)